

Request for Proposals for
SW0135 Marketing & Advertising
 Issued by the State of Oklahoma
 Solicitation Number EV00000444

Bidder Name: National CineMedia, LLC

People Soft Supplier ID: 0000483254 / OK SOS Filing Number: 3712071792

**7.8 Section Eight: Pricing (Will not be held Confidential)
 EXHIBIT 03: Rate Card Template**

Instructions -For each category, list the services titles you support. Provide total cost or hourly "not-to-exceed" rates for each level and category as applicable.
 - If you are attaching a supplementary PDF with prices, please select YES on the "Attached File" Drop down Menu related to the category, and then provide the file name. It is acceptable to have an attached PDF file that covers multiple categories.
 *Pricing must include travel and delivery costs

Categories	List Services Provided (Items in Red are meant as examples. Add more lines as needed or attach a .pdf)	Cost Per Hour/Month	Cost per Project	% Rate Increase 2nd year	% Rate Increase 3rd year	% Rate Increase 4th year	% Rate Increase 5th year
Category I Web-Based, Social & Emerging Media Services	Media Platform A:	NA	NA	NA	NA	NA	NA
	Media Platform X:	NA	NA	NA	NA	NA	NA
	Any emerging media platforms:	NA	NA	NA	NA	NA	NA
Attached File? No		Name of File:	NA				
Category II Client Services	Marketing Event planning and support:	NA	NA	NA	NA	NA	NA
	Business Development:	NA	NA	NA	NA	NA	NA
	Project Management:	NA	NA	NA	NA	NA	NA
	Quality Assurance:						
	Public Relations:						
Attached File? No		Name of File:	NA				
Category III Creative Services	Arts & Graphic Design:	NA	NA	NA	NA	NA	NA
	Commercial Photography:	NA	NA	NA	NA	NA	NA
	Video Production :	NA	NA	NA	NA	NA	NA
Attached File? No		Name of File:	NA				
Category IV Advertising and Marketing Services	Advertising						
	Marketing						
	Cinema advertising (averaged monthly cost)	\$24,856	\$323,128	3%	4%	5%	6%
	OTT Streaming advertising (averaged monthly cost)	\$9,615	\$125,000	3%	4%	5%	6%
	Full Panel Banner Mobile Takeover Advertising (averaged monthly cost)	\$17,000	\$68,000	3%	4%	5%	6%
Attached File? Yes		Name of File:	B. Scope and Description -Advertising and Marketing - National CineMedia				
Category V Integrated Marketing Services	Includes all services offered under Categories I-IV and possibly Categories VII-VIII. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.	NA	NA	NA	NA	NA	NA
Attached File? No		Name of File:	NA				
Category VI Value Proposals	Other options not described that may add value to the State of Oklahoma.						
	College Campus Network (average monthly investment)	\$17,000	\$ 68,000	3%	4%	5%	6%
Attached File? Yes		Name of File:	B. Scope and Description – Value Added Proposals - National CineMedia				
Category VII Direct Media Buys	Graphic Design (Print, Video, and Web)	NA	NA	NA	NA	NA	NA
	Update and Expand Existing Messaging;	NA	NA	NA	NA	NA	NA
	Existing Web Site Update	NA	NA	NA	NA	NA	NA
	Targeted Media	NA	NA	NA	NA	NA	NA
Attached File? No		Name of File:	NA				
Category VIII Outdoor Advertising	Highway/Road Billboards – Paint, Panel, or Digital;	NA	NA	NA	NA	NA	NA
	Bus Panel	NA	NA	NA	NA	NA	NA
	Vehicle Wrapping	NA	NA	NA	NA	NA	NA
	Streetcar Advertising	NA	NA	NA	NA	NA	NA
	Mobile – Billboards on Trailers.	NA	NA	NA	NA	NA	NA
Attached File? No		Name of File:	NA				